THREE CENTS PER COPY

PUBLIC CAN RASILY PERCRIVE HONEST ADVERTISING AND REAL VALUES-Our business has so largely increased this spring that we have had to make extra shelf space in many departments. We had to increase our Silk DEPARTMENT by twelve (running) feet of shelving. We are now showing in this department the loveliest creations of the loom for Waists, Dresses, and Trimmings—and every one can be suited.

Everybody knows that we carry the largest line of Dress Goods in the city. In point of variety it has no equal anywhere.

All grades of goods are here. We shall quote three prices to give you an idea of what we are doing in the price way all through the department: 36-inch All-Wool Novelty Cheriot, in lovely effects, 29c, yard; 38-inch Bilk-and-Wool Mixture, Jaffray's wholesale price 60c.—here 39c, ; 48-inch Silk-and-Wool Crepons, black and colors, Jaffray's wholesale price \$1.50—

Right Now the Time Is Ripe for Buying.

ISAAC SYCLE & COMPANY, Next corner First,

THE NEW IDEA PATTERN CO., DESIGNERS AND MANUFACTURERS OF PAPER PATTERNS, 84 AND 86 WEST BROADWAY, NEW YORK, April 16, 1895.

A LETTER FROM THE NEW IDEA PATTERN COMPANY:

THE New IDEA PATTERN Co., Designers and Manufacturers of Paper Patterns, 84 and 86 west Broadway, New York, April 16, 1895.

To Whom It May Concern:

This certifies that Messrs. Isaac Sycle & Co., of 103 east Broad street, Richmond, Va., are the only authorized agents for the sale of the New Idea Patterns in the city of Richmond, Va.

THE NEW IDEA PATTERNS.

NEW IDEA PAPER PATTERNS.

New that the rush is over we can again look to your wants with the usual care and promptness.

New Hats and Bonnets will be added to the stock dealty.

SPECIAL PRICES on all TRIMMED HATS of every description for less than your pay elsewhere.

New Idea Paper IDEA PAPER PATTERNS.

NEW IDEA





434 LADIES' ORGAN PIPE SKIRT.







Sizes, 32, 34, 36, 38, 40, 40,

ca 32, 34, 36, 38, 40

LADIES' SLEEVES. Sizes 32, 36, 40.

MATTINGS. e who look at our Mattings buy, there be a better advertise-for a department? at 6c, a yard. Mattings at 60c, uprit for Dress Drapery, two pat-is inches wide: Jaffray's whole-rice was \$1.75 a yard; our re-lice \$1. Do you appreciate the

WASH SILKS.

could judge better than yourself? Do long-gather round our Silk Counter are unanimous in declaring that we show the prettiest styles to be seen. Lining Cambrics, Black, Gray, and Cole Lining Cambrics, Black, Gray, and Cole Lining Cambrics, Black, Gray, and Colors, 2c. a yard. Extra-Heavy Sheeting, 2 1-2 yards wide.

It Pays to Buy Here And We'll Prove It to You.

We sell cheaper than the Broad-street stores. That don't mean we buy cheaper, though often we do. Our expenses are not so large; don't have any fancy rent to pay—that's the reason. It's perfectly plain. Some one has to pay those enormous expenses, and it's the 5 or 10c. extra that's added on a purchase that helps to pay it. Isn't that 5 or 10c. worth saving, particularly these times? Think it over,

Our New Department.

Everything is in readiness. We made this second floor for our Matting business. By the way, it's surprising how fast that

me colors, At 13 1-2c, we will give you an extra

Something for the Men.

5 dozen Men's Ali-Silk Neckties—they a goods made to sell at 25c.; all spring lades; nice, new goods; we close the t and will sell them at 15c. o dozen Men's White and Colored-Borrest 1 1-2-inch Fremsutched Handker-liefs—you never bought anything better 10c.; this lot will go at 8c. Men's Cheviot Shirts, 35 Inches long, ett sud dest colors; you would consider

Crown

216

CORDED

\$1.25.

Generalities of Things That You Need. A New Idea in Corsets.

by the way, it's surprising how fast that end of our business has grown. Haven't advertised it much; must be the sterling qualities we're giving in that line that's responsible for the big Matting business we're doing.

For 22c, we will give you a Full-Seam-less Matting, weighs 169 pounds, in large blocks, Red, Blue, and Green; light on one side, dark on the other. If it was "linen warped" you'd pay 15c, more, because it's the "fad." That's the only difference, unless it's that this'll wear better.

For 5c, we give you a good Fancy China Matting, small weave, in Blue and White,

stock of Black Dress Goods is the

them at 8 l-3c.

The Changeable Wool Dress Goods we sell at 10c. would be on Broad street.

The Changeable Wool Dress Goods we sell at 10c. would be on Broad street for the sell at 10c. would be on Broad street.

Bleached Table Damask, 58 inchrs wide, as good as you get on Broad street for the sell at 10c. we sell at 10c. would be on Broad street.

Bleached Table Damask, 58 inchrs wide, as good as you get on Broad street for the sell at 10c. would be on Broad street for the sel The Changeable Wool Dress Goods we sell at 25c.; all spring at any such price.

Our 24-inch Double-Fold Wool Dress Goods we sell at 25c. all spring at any such price.

Our 24-inch Double-Fold Wool Dress Goods we sell at 25c.

See the All-Wool Plain and Checked and pay 25c. for.

See the All-Wool Plain and Checked Shinch Dress Goods we sell you at 25c. they are worth foc. of anybody's money. They are worth foc. of anybody's money. Ledles Silk Mitts and Gloves, all colors; this lot will go at 5c.

It is lot w

W. A. CHEATWOOD

1545 EAST MAIN STREET.

A 6-hook Corset is something new-jus you, even if you don't buy; besides, you might tell some of your friends about it. That's a matter we'll take our chances

on. See it, anyhow.

W. B. 6-hook Corset for \$1.

Thompson's Glove-Fitting 6-hook Corset, extra long, \$1.

For isc, we will sell you the best Corset you ever did or ever will buy for the

DR. MCRAE'S PAINLESS AND HARMLESS INTERNAL CURE FOR

ORGANIC STRICTURE, GRAVEL OR STONE

remedy. Read testimonials and give it a trial. After a trial of eighteen months

in the States of North Carolina, South

Carolina, Georgia, and Florida, it has fully demonstrated that it will cure from

85 to 90 per cent, of cases treated. It is absolutely harmless. Only two doses

he is taking it. It will restore impaired

system in as healthy condition as nature made it. G. K. RYAN, mh 31-Su&W3m

Call at the drugstore of A. H. Robins.

Our stock was never so complete. We never were better able to serve you. Thousands are taking advantage of it. Why don't you? Read and reflect. CHILDREN'S WEAR-CONTINUED.
Fine Quality Navy and Red Cloth Eton
Suit, trimmed with three rows of
white braid, very neat and prettyPrice, \$5.50; sizes 6 to 12 years.
Navy Serge Child's Eton Suit, trimmed
with red serge and white braid, stylish
and nobby; sizes 6 to 14 years-Price,
\$6.75. MILLINERY.

THE RIBBON SALE. It grows with each day. Such values were never shown at this season of the year. A saving guaranteed of fully 25 per cent. on any of the FANCY RIBBONS shown to-morraw. See the values in Black and Colored Satin Ribbons for millinery- or dress-PLEATED CHIFFON in plain and jetted-edge-White, Cream, and Black.
Also Jet Crowns and Trimmings, Ornaments, and Buckles in Rhinestone, cut-steel, etc.

More Noveittes at less price in this department than can be found elsewhere.

LADIES SUITS AND SEPARATE No cheap or poor-fitting suits shown

No cheap or poor-string suits shown here.

No cheap or poor-string suits shown here.

No cheap of poor-string suits shown here.

No cheap of poor-string suits shown here.

No cheap of poor-string suits shown here.

Suits are man-tallor unade, and are prinsified in the property of the p

Stripes, 6-de a yard.

Stripes 6-de a yard.

Main Capp, all kinds from 16-de.

Main Capp

Ladies' Extra-Size Jersey-Ribbed Vests, 50c., 69c., and \$1.38.
Ladies' Extra-Size Jersey-Ribbed Vests, 50c. Ladies' Extra-Size Lisie Vests, 50c. Ladies' Extra-Size Lisie Vests, 50c. Ladies' Extra-Size Lisie Vests, 50c. CHILDREN'S WEAR.
Unnecessary to tell you where the best CHILDREN'S WEAR for the least money is to be found. Most everybody has learned by experience to come to KAUFMANN'S.
Navy Plain Flannel, Blazer-Effect Suits, trimmed with white braid; sizes 6 to 12 years-Price, \$1.38.
Very Nobby Eton Suit, sizes 8 to 19 years, price, \$9.59—exact copy of an imported suit; very rich.

suit; very rich.
KAUFMANN & CO.,
corner Fourth and Broad streets DAINTY DIMITIES AT 12jc. A YARD. LADIES LOOKING FOR

60. Rock Bottom! Low Prices!

MITTELDORFER'S, 217 East Broad Street.

Great Sale of Silks, Crepons, Dress Goods, Wash Goods, Mattings, Oil-Cloths, Ladies' Underwear, Table Damasks, Towels, Ribbons, Hosiery, Gloves, Golden Draperies, Taffeta Moires, Bleached and Brown Cottons, Sheetings, Cotton Diapers, Silk Waists, Percale Waists, Separate Skirts, Umbrellas, Buckles, Belts, Soaps, Jewelry, and Notions of all kinds from the immense Receivers' Sale in New York. Such values at so low a price were never known, Come and be convinced.

Prices.
Black and Colored Crepons at 50, 55, 75, 55c, 51.00, 51.25, and up to \$2.20-all good values and ready sellers.
Golden Draperies at 12 1-2c, former price of All-Wool Shepherd Plaids, at 25, 25, and 40c, worth 50, 75c, and 51.00, 61.25, and 51.25, and

1533 EAST MAIN STREET.

DO YOU WISH TO BUY DRY GOODS?

We never advertise to sell you goods at less than cost ('tis so with a great many advertisers), for any fair minded person knows well such would an untruth; but we are constantly on the watch for opportunities to buy any quantity of merchandise offered by manufacturer or jobber by which we can offer our customers TANS, TANS, TANS. DIDN'T BUY OUT JAFFRAY.

but got a good many plums from the stock, and now is your opportunity to do

likewise from ours.

NEW SERPENTINE CREPES, 12 1-2C.

We opened Saturday thirty-five new patterns—each a perfect gem.

BROKEN-ROCK CREPONS, 12 1-2C.

The same styles, the same quality-everything the same but his price, which was loc, but we bought all that Jaffray had, and now for the lot, 7 3-4c. CHILDREN'S WHITE DRESSES.

We've got without doubt the finest, prettiest, and cheapest line of these goods ever shown to the Richmond public—small enough in size for the new-comer and large enough for children 6 years of age. No need to make them up this season, 20X18-INCH RUGS, 26C. Just think! a rug, over 1 1-2 yards long, n good patterns, at 96c.! Did you ever lear the like? WINDSOR BOWS, 15C.

10 AND 12 1-2C. PLAID NAINSOOKS, Calf, big button and lace, in

About 40 pleces, bought from Jaffray, which they charged aimost double for, will go on sale Monday at 8 1-2c. The styles are perfect dreams—dark and light strounds, with Dresden figures and tiny vines. Don't let the opportunity pass without getting all you need.

SEERSUCKERS, 4 1-2C.
Solids, in Brown, Blue, and Drab; also, single stripes; same quality as we have been selling at 10c.—but this is another of Jaffray's bargains.

HEAVY DARK-STRIPE SKIRTING, 7 2-4C.

REXTRANGABLE PRICES, SALLE PRICES, SALL WARES AT SMALLER PRICES, SALL WARES AT SMALLER PRICES, Carlings, Tonss.

Curibing, Tonss.

Curibing, Tonss.

Curibing, Tonss.

Curibing, Tonss.

Curibing, Tonss.

Seconds Pools of Barnsley Crash, which were three styles of Barnsley Crash, strictly all-linen, times week 10c., but formerly 15c.

Safety-Pins.

Curibing, Tonss.

Curibing, Tonss.

Curibing, Tonss.

Seconds Pools of Barnsley Crash, which were three styles of Barnsley Crash, strictly all-linen, times week 10c., but formerly 15c.

Safety-Pins.

Curibing, Tonss.

Safety-Pins.

Seconds Pools of Barnsley Crash, which were three styles of Barnsley Crash, which was the pleached of unbleached, 3 1-2c. yard.

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We have three styles of Barnsley Crash, which were three sty

Hooks and Lyes
Horn-Bones
Unbreakable Bones
O, N. T. Spool-Cotton
Kid-Carlers
Large bottle Machine-Oil
Large bottle Machine-Oil
Nickel Safety-Pins
2
Linen Thread
Cotton Tape
Steel Thimbles
Excellent Needles
Large Household Ammonia
Exc. Hair-Brushes
Best Tic, Brush
Steel Shears

MILLINERY! MILLINERY! This department has been one of the busiest for the last three weeks, and it's really no wonder when we can save you at least 50 per cent. on your purchase. Just received on Friday some of the choicest things shown yet this season, and it will pay you to take a look before buy anything in millinery.



THAT'S OUR STYLE OF DOING BUSINESS. Can afford to sell cheaper, too.



39c. I Basket House-Slippers, a general mixture, not a pair worth less than 50c.,

and in most cases

LADIES' TAN JULIETTES, good stock, well made, \$1.50. Opera Slippers, 50c. High Congress Ladies, Gentlemen's Low Cut Snoss (1 Table), \$1.50 choice. Children's Spring Heal Button, 50 and 75c. and \$1, EXTRA VALUES, and a thousand other wonders in the shoe line.

LADIES'

SHOES

REDUCED TO

52.

BUTTON, AND LACE

"ECONOMY," The Great Shoe Sellers

WE OFFER PURE LINSEED OIL, LEWISS WHITE LEAD, WESTMORELAND WHITE LEAD, and a full line of Colors, Brushes, etc., for painting. MIXED PAINTS. Sample cards furnished on application. We sell only the best quality of these goods.

LOST, STRAYED, AND FOUND. LOST, ON FRANKLIN, GRACE, Broad, or Fourth street, TWO SILVER LINK BRACELETS, on one lock. Finder will please return to 503 east Grace street, and get reward. ap 21-11 BOOK AND JOB PRINTING NEAT-

1507 east Main street.

Specials for This Week

Ladies' Tans and Russian

Magnificent display of Low Cuts, in Oxford Ties, Button Oxfords, Prince Alberts, Ju-

All the latest styles at

1507 EAST MAIN STREET.



O WHY IT PAYS O TO BUY OUR MEN'S \$2.50 SHOES

> They have better upper leather, oak tanned soles, are welted, which makes them flexible and cool to the feet. New half soles can be rewed on when repairs are needed, We have them in Caif and Russet leather.

Try a pair.

Money should accompany mail orders to insure "compt

J. R. GOODE & SON, 1501 and 1503 E. Main St. 0000000000000

for drawing and retaining trade is up to date in style and quality at the lowest We are showing some nobby styles in

Men's Tan Shoes at \$2.50, \$3, \$3,50would be \$1, \$1.50 more elsewhere. I sample lot of Men's Shoes in Black and Tans-\$1.58 is the price; just half their real value. Our \$1.25, \$1.50, and \$2 Oxford Ties

and Patent Vamp Stippers have no equal in the city. 1 sample lot of Ladies' Oxford Ties

and Patent Leather Shippers. 97c, is the price for 82 qualities. Give us a cell. We can save you

GRIZZARD & TERRELL 223 cast Broad.

DENTIST.

DENTIST.

EXTRACTS Teeth. no pain, sec.

Fills Teeth, coments sec.

Formerly Taylor Brothern.

Established 188.

Terms; Cash.

HOESE-CLIPPER 2 the mest machine in the wasta and clips closer and better than any machine yet threated. I clipped an the cracker jacks threated. I clipped an the cracker jacks last year. Best of work guara idless sent for and returned. Leave or liorses sent for and returned. Leave or liorses sent for and returned. Leave or curately fitted. Lowest charge and satisfaction at stable, Ninth street near Broad days at stable of the street near Broad days at stabl

OUR LEADER. 15c.

BCHULZ & CO.,

36 Washington-st, Chicago, narly Pora Sobula Mrg, Co.

STANDARD DAIRY CHOP is a properly balanced ration, composed of cos-Ea properly balanced ration, composed of occupancy to the control of the control

Woodlaws balars as a berd continues. We want to be a feeding a berd continues. I have been feeding a berd clienty head of dairy cattle on your Standard Dairy Chop, and find that it produces as muon milk, and of as good quality, as feed costing much more. I expect to use a large quantity during the waiter menths, floying you much success, because of the interest you take in the dairy people, I am

Success, because of the interpersion of the in

THE S. GALESKI



WARD VIRGINIA WALNUT.

MAPLE. WHITE PINE,

LUMBER, Ninth and Byrd strests

ALL KINDS OF BUILDING LUMBER,

CHOICE STYLES SUMMER DRESS GOODS THALHIMER BROTHERS', corner Fifth and Broad streets, WILL FIND AT the best assortment ever shown in this city. The DIMITIES at 12½c. a yard are the same patterns and fully equal to those sold at 25c.

Ladies' Wrappers.

12 1-2c, A YARD WILL ALSO BUY
brigandie Beauvars, Sheer and Delicate
Napoleon Crepe, the correct style,
Drap de Vienne, called Crinkled Crepon: Extra-Wide Cambric Muslin, for
Waists; Navy-lihe Plain and Striped
Catton Duck; Pink, Light-Blue, Tan,
and Reseda Solid-Color Cotton Duck;
Super-Chic Quality Solid-Color Crepons.

LINEN DOILIES.
Our Linen Stock is forging ahead. Values
are far better than formerly shown.
We aim to make ours
THE LINEN STOCK OF RICHMOND. We aim to make ours
THE LINEN STOCK OF RICHMOND.
Bleached-Damask Colored-Border Doilles,
25, 40, 50, 58, 75c., \$1, \$1.25, and \$1.50 a 15C. A YARD WILL BUY Turkey-Red Doilles at 50, 75, and \$1 a

Lace-Strine Mull—a new dress-fabric; Jaconet Plisse—also new and tasty. 8 1-3C. A YARD BUYS 60-inch Irish Lawns—good styles; Swiss Bailste—always popular; Empress Jaconet—really worth 12 1-2c.; Wide Fine Percales, at Sc., for shirt-waists. waists.
5C. A YARD WILL BUY
Good Indigo-Blue Dress-Prints, new Black-Figured India-Silk at 63c.; worth

Silks for Waists to be found in the city; prices range 35, 37 1-2, 50, 65, 75, 87, 98c., and \$1. BLACK CREPONS. To close out he balance of our fine stock we have reduced prices on Black Cre-

pons thus:

The S.50 Crepons reduced to \$2 a yard.

The \$2 Crepons reduced to \$1.50 a yard.

The \$1.50 Crepons reduced to \$1 a yard.

The \$1.50 Crepons reduced to \$1 a yard.

Also good qualities at 75 and Sc. a yard.

Special inducements this week in Colored and Black Dress-Goods, Call in and see what we offer. CORSETS! CORSETS!! CORSETS! CORSETS!!

A good-shaped Corset makes a dress fit well. All the popular makes of Corsets in stock.

Her Majesty's, than which there are no better fitting and wearing made.

W. B.—We have just added W. B. 6-Hook Extra-Long Corsets to our stock. One of the best ever snown at M. P. D., Warner's, C. B., R. & G., Thomson's Glove-Fitting, Nursing, and Abdominal; also, Misses' Corsets, See our Sec. White and Black Corsets. Best ever shown at that price.

LADIES' SHIRT-WAISTS.

shown at that price.

LADIES SHIRT-WAISTS.

Glingham and Percale Shirt-Waists at 25c.
Laundered Shirt-Waists at 50, 75, 87, 92, 98c., 81.25, 81.48, and 81.68, in the latest styles and prettient colors.

Ladies' Silk Shirt-Waists, with latest-style sleeves. Ladies' Silk Shirt-Waists, was style sleeves.
Hlack-Silk Waists from \$2.48 to \$7.48.
Colored-Silk Waists from \$1.48 to \$7.50. TOWELS! TOWELS! New stock and new prices. Great bar-gains for all. Extra-Size and Extra-Quality Bleached Damask Colored-Bor-der Knotted-Fringe Towels at Ze.

der Knottel-Fringe Fosse each.

The Best All-Linen Huckaback Towel in this city for 25c., size 23 inches wide, 43 inches long.

Hemstitched Colored-Border Huckaback Towels, size 38x18, at 20c., but should bring 25c.

Huckaback Towels, all-linen, at 5, 8, 10, and 13 1-2c. each.

Turkish-Bath Towels, 10c. and upwards.

FAN SCREENS. FAN SCREENS. New assortment Fan Screens at 10, 15, 20, and 25c. White-Cotton Duck for Dresses at 10, 12 1-2, and 20c.
One lot 10-4 Eleached Sheeting, 12 1-2c. a yard—a great bargain and wan't lest long.

tine, so long identified with the late firm of Levy & Davis, are now in our employ. They solicit the patronase of the customers of the old firm, and will take pleasure in serving their interests in their new connection.

THALHIMER PROTHERS.

49 dozen All-Silk Windsor Butterfly Bowe, in all solid colors, large plaids and 20c. Heavy Rubber Combs

JACOB LEWIT, THE MAIN-STREET HUSTLER.

One-Price Cash Shoe House.

ings at 25c.
One of the largest supplies of Swiss Cambric and Nainsook Edges and Insertings to be found in the city. Our styles are the best and prices always the lowest.
New line of Jet Collarettes, very cheap; also, New Bead-Nets. Black Net and Lace Veilings, in new patterns.

HOSIERY.
Ladies' Fine-Gause Hermsdorf-Dye Black

Ladies' Fine-Gauge Hermsdorf-Dye Black
Cotton Hose, also solid colors, 3 pair
for 50c; worth 25c a pair.
Ladies' Black Hose at 10, 12 1-2, 16 2-3,
20, and 25c, a pair.
Opera-Tops Black Lisle Drop-Stitch Hose,
37 1-2c, a pair; should bring 50c.
Children's Full-Regular-Make BlackRibbed Hose at 10c, a pair, You have
never seen such values.
Ladies' Chamois-Kid Gloves at 75c, and
31 a pair. Ladies' Fine-Gauge Hermsdorf-Dye Black

I adjes' Chamois-Kid Gioves at 18C, and 31 a pair.
Kid Gloves, exceient quality, with four large pearl buttons, only 75c, in Black, Colored, and 18 mit.
Just received—a new lot of Straw-Colored Kids, so much in demand. We try on and fit all Kid Gloves from 31 up.
Gentlemen's Colored-Bordered Hemstitched Handkerchiets, 12 1-2c, and Gentlemen's Tecks and Four-in-Hands, entirely new fancies, 25 and 59c.

Men's \$4 and \$5

Patent Leather Con-

gress and Razor-Toe

Hand-Welt Shoes, fine

Ladies' Silver Belt-Buckles, from 10 to Ladles' Separate Skirts and Suits-a large stock, and prices that are attractive. Very low prices on Ladies' Muslin Underoth-Capes, Jackets, and Reefers at closing prices.

SPECIAL ATTENTION.

Tank. Well Shoes, fine styles, left from Easter sale, now

Bleached-Damask Table-Napkins, 75c., 51, 31,25, 41,50, \$2, and \$2,50, up to \$10 a dozen.

CHECK-MUSLIN.

EMBROIDERED SKIRTING FLANNEL

TORCHON AND MEDICIS LACES.

first-class work done. FINE CARD-ENGRAVING. tions of Fine Engraving-Cards, Wed-ink, etc.
Orders received for Visiting-Cards, Wed-ding Invitations, Reception-Cards; also, cards furnished at reduced prices from your own plate.
Messrs, E. A. Ezekiel and R. S. M. Valen-dessrs, E. A. Ezekiel and R. S. M. Valen-

Attention of housekeepers is called to our facilities for laundering their Lace-Curtains, making them look just like new. Now is the time to have them done up before you pack them